

# LONGMAN & MARTINEZ



MANUFACTURERS  
AND  
EXPORTERS  
OF

PAINTS,   
PURE PREPARED PAINTS,  
FINE COLORS &  
VARNISHES. 

207 PEARL ST.,  
NEW YORK, N.Y.



ROOF, No. 9.  
BODY, No. 10.  
TRIM, No. 44  
BLINDS, No. 3.  
SASH, O.W.

# LONGMAN & MARTINEZ PURE PAINT

IS MADE SO THAT THE ADDITION OF LINSEED OIL  
WILL MAKE IT READY FOR USE.

THIS is the only practical method of making prepared paint, because a paint should be mixed to a consistency to suit the condition of the surface to be painted, as in the following of a number of cases, viz. :

A priming coat of paint on unpainted surface needs plenty of oil in the paint. A second coat requires less oil and an ample quantity of pigment. The L. & M. Pure Paint is alone of all others in a practical condition for such admixtures of oil; and this enables the consumer to add from  $\frac{1}{2}$  to 1 gallon of linseed oil at its market price to 1 gallon of paint as taken from the original package.

The addition of  $\frac{1}{2}$  of a gallon of pure Linseed Oil to 1 gallon of our Pure Prepared Paint makes  $1\frac{1}{2}$  to 2 gallons of paint. When so mixed, and the paint thus being made ready for use, each gallon so made will cover over 275 to 325, and over, square feet of surface, two coats. The number of square feet covered is dependent upon the condition of the surface.

To estimate the quantity of paint required for a given surface, add the number of feet of width of front and rear to the number of feet of length of building (both sides), multiply by the average height, and divide by 275 to 325, as above indicated for two coats.



ROOF, No. 9.  
BODY, No. 35.  
TRIM, No. 0.W.  
BLINDS, No. 44.  
SASH, No. 2.



ROOF, No 46.  
BODY, No. 9.  
TRIM, No. 0.W.  
SASH, No 49.



ROOF, No. 39.  
BODY, No. 5.  
TRIM, No. 44.  
BLINDS, No. 39.  
SASH, No. 0.W.



# HOUSE PAINTING SUGGESTIONS

— WITH —

## LONGMAN & MARTINEZ PURE PAINTS

THE suggestions show, as well as can be done with printing ink, the effect produced with such colors as are indicated by the color key of each house.

Our artists will prepare combinations of color and give special instruction for exterior or interior painting or decorating whenever desired.

OIL. — Pure Linseed Oil alone imparts durability to a paint. The Longman & Martinez Pure Paints contain more Pure Linseed Oil than any other paints in the world.

TURPENTINE. — A paint possesses no value if made with dry white lead and turpentine, as the first storm would wash it off the surface. A painter must use either so much turpentine or dryer with his own hand-mixed white lead, to keep the paint from streaking or running, that in colors it fades rapidly, and its durability for use on exteriors is destroyed.



ROOF, No. 9.  
BODY, No. 46  
TRIM, No. 3.  
BLINDS, No. 43.  
SASH & PORCHES. O.W.





ROOF, No. 46.

BODY, No. 49. TRIM, No. 0.W.

BLINDS, No. 3. SASH 0.W.

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USE A PURE LINSEED OIL PAINT ONLY.

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FOR  
PRESERVATION  
TECHNOLOGY,  
INTERNATIONAL  
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